

wherein when the rear margin of the person's heel is aligned with the heel placement indicator, the numerical shoe size immediately beyond the end of the forward margin on the person's toes indicates the proper numerical shoe size for the person's foot.

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2. (Amended) The shoe of claim 1, the shoe further comprising a heel portion inside the shoe, wherein the heel placement indicator is positioned on the outsole heel portion in alignment with the inside heel portion.

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4. (Amended) The shoe of claim 1, wherein the heel placement indicator and the plurality of shoe size indicators are molded into the outsole.

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7. (Amended) The shoe of claim 1, further comprising a pair of shoes, wherein the heel placement indicator and the plurality of shoe size indicators are placed on each of a left shoe and a right shoe of the pair of shoes.

9. (Amended) The shoe of claim 1, wherein the plurality of shoe size indicators comprises standard shoe sizes for toddlers, children, youth, or adults.

10. (Amended) The shoe of claim 9, wherein the standard shoe sizes for toddlers, children, youth, or adults comprise gender-specific lengths and widths.

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11. (Amended) The shoe of claim 10, the outsole further comprising images of (a) stuffed animals, toys, and stars, (b) numbers, letters of the alphabet, and geometric figures, (c) flowers, (d) sports characters, or (e) geometric patterns, having appeal to toddlers, children, youth, or adults that would typically wear the shoe sizes thereon.

12. (Amended) A shoe for determining a proper numerical shoe size, comprising:
an outsole having a heel portion, a forward portion, a length, and a width;
a heel placement indicator positioned on the heel portion in alignment with a heel portion inside the shoe; and

a plurality of shoe size indicator lines located across at least a portion of the width of the forward portion, each of the plurality of shoe size indicator lines located a distance from the heel placement indicator along the length of the outsole corresponding to a different numerical shoe size and labeled with the corresponding numerical shoe size;

wherein the shoe further comprises a size and the size of the shoe is indicated on the shoe outsole; and

wherein the shoe sizes corresponding to the plurality of shoe size indicator lines comprise standard shoe sizes for toddlers, children, youth, or adults and gender-specific lengths and widths.

14. (Amended) A shoe size indication system for determining a proper numerical shoe size for a person's foot, the foot having a heel with a rear margin and toes with a forward margin, comprising:

an outsole having a heel portion, a forward portion, a length, and a width;

a heel placement indicator positioned on the heel portion; and

a plurality of shoe size indicators located on at least a portion of the outsole forward portion, each of the plurality of shoe size indicators located a distance from the heel placement indicator along the length of the outsole corresponding to a different numerical shoe size and labeled with the corresponding numerical shoe size;

wherein when the rear margin of the heel of the person's foot is aligned with the heel placement indicator and the person's toes are positioned to overlap the plurality of shoe size indicators, the numerical shoe size indicator immediately beyond the end of the person's toe forward margin indicates the proper numerical shoe size for the person's foot.

15. (Amended) The shoe size indication system of claim 14, the shoe further comprising a heel portion inside the shoe, wherein the heel placement indicator is positioned on the outsole heel portion in alignment with the inside heel portion.

17. (Amended) The shoe size indication system of claim 14, wherein the heel placement indicator and the plurality of shoe size indicators are molded into the outsole.

22. (Amended) The shoe size indication system of claim 14, wherein the plurality of shoe size indicators comprises standard shoe sizes for toddlers, children, youth, or adults.

23. (Amended) The shoe size indication system of claim 22, wherein the standard shoe sizes for toddlers, children, youth, or adults comprise gender-specific lengths and widths.

24. (Amended) The shoe size indication system of claim 23, the outsole further comprising images of (a) stuffed animals, toys, and stars, (b) numbers, letters of the alphabet, and geometric figures, (c) flowers, (d) sports characters, or (e) geometric patterns, having appeal to toddlers, children, youth, or adults that would typically wear the shoe sizes thereon.

25. (Amended) A shoe size indication system for determining a proper numerical shoe size for a person's foot, comprising:

an outsole having a heel portion, a forward portion, a length, and a width;

a heel placement indicator positioned on the heel portion in alignment with a heel portion inside the shoe; and

a plurality of shoe size indicator lines located across at least a portion of the width of the forward portion, each of the plurality of shoe size indicator lines located a distance from the heel placement indicator along the length of the outsole corresponding to a different numerical shoe size and labeled with the corresponding numerical shoe size;

wherein when the heel of the person's foot is aligned with the heel placement indicator and the person's toes are positioned to overlap the plurality of shoe size indicators, the shoe size indicator immediately beyond the end of the person's longest toe indicates the proper numerical shoe size for the person's foot;

wherein the shoe further comprises a size and the size of the shoe is indicated on the shoe outsole;

wherein the heel placement indicator and the plurality of shoe size indicator lines are placed on each of a left shoe and a right shoe of a pair of shoes; and

wherein the shoe sizes corresponding to the plurality of shoe size indicator lines comprise standard shoe sizes for toddlers, children, youth, or adults and gender-specific lengths and widths.

27. (Amended) A method for determining a proper numerical shoe size for a person's foot, the person's foot having a heel with a rear margin and toes with a forward margin, comprising:

providing a shoe comprising an outsole having a heel portion, a forward portion, a length, and a width, a heel placement indicator positioned on the heel portion, and a plurality of shoe size indicators located on at least a portion of the outsole forward portion, each of the plurality of shoe size indicators located a distance from the heel placement indicator along the length of the outsole corresponding to a different numerical shoe size and labeled with the corresponding numerical shoe size;

aligning the rear margin of the person's heel with the heel placement indicator;

positioning the person's toes to overlap the plurality of shoe size indicators; and

observing the location of the forward margin of the person's toes on the plurality of shoe size indicators;

wherein the shoe size indicator immediately beyond the end of the forward margin of the person's toes indicates the proper numerical shoe size for the person's foot.

28. (Amended) The method for determining a proper size shoe for a person's foot of claim 27, the shoe further comprising a heel portion inside the shoe, wherein the heel placement indicator is positioned on the outsole heel portion in alignment with the inside heel portion.

32. (Amended) The method for determining a proper size shoe for a person's foot of claim 27, wherein the plurality of shoe size indicators comprises standard shoe sizes for toddlers, children, youth, or adults.

33. (Amended) The method for determining a proper size shoe for a person's foot of claim 32, wherein the standard shoe sizes for toddlers, children, youth, or adults comprise gender-specific lengths and widths.

34. (Amended) A method for determining a proper numerical shoe size for a person's foot, the person's foot having a heel with a rear margin and toes with a forward margin, comprising:

providing a shoe comprising an outsole having a heel portion, a forward portion, a length, and a width, a heel placement indicator positioned on the heel portion in alignment with a heel portion inside the shoe, and a plurality of shoe size indicator lines located on at least a portion of the outsole forward portion, each of the plurality of shoe size indicator lines located a distance from the heel placement indicator along the length of the outsole corresponding to a different numerical shoe size and labeled with the corresponding numerical shoe size, the shoe sizes corresponding to the plurality of shoe size indicator lines further comprising standard shoe sizes for toddlers, children, youth, or adults and gender-specific lengths and widths, the shoe further comprising a size and the size of the shoe indicated on the shoe outsole;

aligning the rear margin of the person's heel with the heel placement indicator;

positioning the person's toes to overlap the plurality of shoe size indicators; and

observing the location of the forward margin of the person's toes on the plurality of shoe size indicators;

wherein the shoe size indicator immediately beyond the end of the forward margin of the person's toes indicates the proper numerical shoe size for the person's foot.